LIFE AT McCURDYS

LIFE AT McCURDY'S

By and for the employees of McCurdy & Co. Main and Elm Street, Rochester 4, New York

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Charge Account Contest

Vivian Dorsey, Cosmetics, was the first to sell a McCurdy Option Payment Account to a customer under the new greater-than-ever account program for McCurdy employees.

The account was approved, Vivian received one dollar, and was started toward greater rewards. On the back cover, you see *William Brown,* Credit Manager, presenting her first bonus.

Every employee (except Credit Department personnel and executives) can earn cash for opening new accounts. In addition, $5.00 for every 25 approved accounts and $25.00 for every 100 accounts opened in a twelve-month period can add up to a tidy sum.

The following had turned in the most new accounts when this issue went to press: *Pat Camelio,* Furniture; *Ethel Hebbie,* Information Booth; *Marie Kropp,* Furs; *Ann Heim,* Northgate; *Georgina Manniello,* Interior Decorating; *Beatrice Malloy,* Housewares; *Margaret Moore,* Northgate; *Erna Remillard,* Northgate; *Mary Burdick,* Order Board.

Trees Grow in Elm Street

Trees are growing again in Elm Street . . . two very special trees. They are silver leaf lindens, 18 feet high, flanking the new Elm Street entrance to McCurdy's.

Presented by Robert F. Hyland, contractor for the McCurdy Midtown expansion, and Victor Gruen, architect for the expansion and Midtown, the trees were planted December 20th and 21st.

Silver leaf lindens are rare in this part of the country, according to William Lauweret, landscape contractor in charge of the project. However, they are particularly adapted for their new location because of their narrow shape and their resistance to the smoke and gasoline fumes of downtown air. Their variegated silver and green leaves will provide charm and refreshing shade.

The tree-flanked Elm entrance will be the "carriage entrance" to McCurdy's, where cars can stop without fear of traffic to leave or pick up shoppers, a rare convenience.

Coats Win Fashion Cup

The Fashion Cup has been awarded for this season to the Coat and Suit Department, for the second time.

It goes to the department rated highest for knowledge of merchandise, courtesy and attention to customers' needs and interests.

Janet Gooding, Buyer; *Arthur Cox,* her assistant, and the following staff can take bows for the award: *Iva Clark, Kay Florsheimer, Esther Nance, Blanche Morgan, Margaret Roberts* and *Jessie Winters.*

Employees Inaugurate New Elevators

Another McCurdy "first" . . . the first talking elevators in a New York State department store . . . went into service November 10th.

The first rides went to McCurdy employees, before the Store was opened that Friday morning. You see some of them in the pictures on this page, ready for the exciting introduction to the voice that says "Welcome to McCurdy's. Push the button and step back, please."

Loretta Kuhn, Dinnerware, who has been with McCurdy's 48 years . . . longer than any other employee . . . cut the ribbon that inaugurated the new service. You see her with *Gilbert J. C. McCurdy,* Store President, on the front cover of this issue.

The new Auto tronic elevators with Televoice, most modern in the state, will carry as many as 2,000 passengers an hour. Electronic protective devices assure their safety.

McCurdy's of Midtown . . . Bigger and

Victor Gruen, left, Los Angeles architect of Midtown Plaza and McCurdy's expansion, discusses the projects with Gilbert J. C. McCurdy, Store President.

The Fourth Floor Furniture Department expansion draws oh's and ah's of admiration . . . and lots of business.

This was the Christmas of McCurdy's Midtown expansion . . . and the six-weeks' bus strike.

It was the year the Main Store was open until 9 Monday through Friday nights for five weeks before Christmas; the year of car pools and the new Midtown garage filled to its final 1,900 capacity as quickly as the spaces were available.

It was the first Christmas season for the Garden Restaurant and the post-office on the Second Floor.

It was the year the talking elevators started to talk, to the delight of the youngest and amazement of the oldest customers.

It was the year more shoppers had more space to shop, more gifts to ponder, select, be enticed with and decide upon, with their purchases packed in sparkling new silver color boxes tied with gold cord.

It also was the year of continuing traditions: Santa (and Mrs. Santa) again greeted hundreds of hopeful, wide-eyed youngsters . . . in a bigger, brighter, expanded Toyland. Every floor of the Main store gleamed, glittered and sparkled with lights, garlands, trees and spangles. Singers again sang the age-old carols to the joy of their fellow workers and last-minute shoppers the Friday before Christmas Day. McCurdy's carillon rang out the familiar music inside the store and outside, too.

Everyone was harried, hurried . . . and happy to have an extra day off before THE day, bestowed by the calendar of 1961.

Brighter Than Ever for Christmas, '61

Lotte Steamer, Garden Room hostess, welcomes customers to the new Second Floor restaurant (top picture).

Here's a small section of the Christmas-bedecked and doubled-in-size Candy Department (above, left).

John Rider, Assistant Buyer of Shoes, in the new Street Floor Budget Shoe Department he manages (above, right).

"Lovelier even than New York stores" was a frequent admiring comment on the beautiful Christmas decorations (part of a chandelier, at right).

Symphony in 19th Year

The McCurdy Symphony opened its 19th season of live symphonic broadcasts over WHAM on November 14th. During its initial program, four young musicians were named as winners of the annual McCurdy Preparatory School scholarships. They were *Ingeborg Eible,* pianist; *Joseph Sanguodolce,* clarinetist; *Marguerite Harris,* oboist; and *Margaret Sansing,* pianist.

Gilbert G. McCurdy, Executive Vice-President and General Manager, presented the scholarships to Dr. Paul White, director of the Rochester Civic Orchestra and an Eastman School faculty member.

Since the inception of the awards, there have been 122 winners in both the senior and preparatory divisions.

Music for Christmas

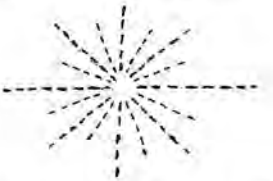
On the air and in the Store, McCurdy-sponsored groups gladdened listeners with traditional yuletide music during the week before Christmas.

The McCurdy Symphony broadcast a Christmas program on December 19th which varied from Schubert's "Ave Maria" to "Jingle Bells."

On Friday, the McCurdy chorus, directed by *Ronald Bogardus,* again sang carols through the Store, as it has for many past Christmas seasons.

The following evening, McCurdy's sponsored a broadcast on radio station WHAM of the 40-member Wayne County Festival Chorus of Williamson singing traditional Christmas music.

Christmas on Oxford Street



I've sent my Christmas cards;
The tree is decorated fair
And over all is felt
A special, festive air

The gifts are wrapped and gay
Waiting for their cue
While from my hi-fi are heard
Carols old, yet new.

Though it's cold outside
Here within my room
Christmas is warm and bright,
Whistling a tune!

For in my heart I hold
A wish sincere and true,
That Christmas be a happy time
For you and you and you!

Jerome E. Kamminga

The Man in the Red Suit Listens

Christmas isn't Christmas in a department store without Santa. Hundreds of youngsters daily whispered "please bring me . . ." to the man in the famous red suit and white whiskers. Many more of them decided it might be more effective to write to him.

Ross Kellog, who has filled the role of Santa in McCurdy's Main Store for the past three years, answered every one of the dozens of letters with "Santa Claus" scrawled on the address. He's shown above with one of his visitors, four-year-old Ted Anders, whose father is McCurdy's art director. Mrs. Santa Claus *(Marie Voorhees)* had a busy season in Toyland, too.

St. Nick was at Northgate and McCurdy's of Geneva, too. In Geneva, Susan Sullivan, granddaughter of *Mary Taylor,* Millinery, posed for her picture with Santa Claus *(James Lindsay),* at right.

Christmas Time Is Party Time . . .

Somehow, in the rush of Christmas, departments managed to find time for parties, too. Here are a few reported to LIFE AT McCURDY'S:

The Unit Control Office dined at Reiter's Restaurant the evening of December 14th.

Katherine Goldschmidt, Millinery Buyer, entertained her staff at luncheon December 12th.

Florence Sandler, Better Dress Buyer, gave a Christmas breakfast for her department on December 16th.

The Advertising Department went to Town and Country for a holiday luncheon party December 21st.

Northgate Supervisors were hosts to the rest of the store at a Yuletide breakfast on December 13th. This followed a tradition started the first Christmas season at the store. *Irwin Kaltenbacher* supervised arrangements.

Jane Miller, Sportswear Buyer, entertained her staff at breakfast at the Manger Hotel December 23rd.

The Credit Office had a Christmas breakfast December 20th at the Manhattan.

Joseph DeMariano, Receiving and Traffic Manager, gave a luncheon for the Receiving Room and Invoice Office staffs on December 22nd.

McCurdy's of Geneva also followed tradition with a dinner and party at Lafayette Inn on the evening of December 11th. *Mary Taylor, Edna Bordner* and *David Salisbury* planned the details. *Lucy Carnevale* took the pictures shown on these pages.

Here Are Pictures from Geneva's

Promotions and New Appointments

John Rider, formerly Selling Assistant in Shoes, has been promoted to Assistant Buyer in the new Budget Shoe Department.

McCurdy's of Geneva has three new supervisory appointments: *Patricia Jorgensen* and *Lucinda Bullock,* formerly Selling Assistants in the Main Store, are now Associate Supervisors. *William Tatro* has been made Supervisor of Housewares and Small Appliances. *Clifford Orr,* formerly Geneva Supervisor, resigned in October.

Donald Christensen joined McCurdy's in November as Northgate Supervisor of Home Furnishings, replacing *Thomas Hetherington,* who resigned in October.

Hearing Aid Department Opened in Main Store

Between the Housewares and the Appliance departments in the Fifth Floor expansion area is a new department, White Hearing Aid, which sells and services Radioear.

The quiet and attractive set-up includes reception room, offices and sound-proof testing room. *Clarence Rankin* is in charge, assisted by *Clifford Hollenbaugh.*

Mr. Rankin offers to give hearing tests to any McCurdy employees or their families at no charge. Any purchases made will receive the usual employee discount, he points out.

EMBA Plans a Party For January 10th

Remember the E.M.B.A. spaghetti supper of last winter? The members who were there do . . . with gastronomic pleasure. So *Cliff Beard,* association chairman, and his committee have a similar party planned.

The date will be Wednesday evening, January 10th. The place: the Tea-Room. Members from all three stores are invited. The committee and floor supervisors will be provided with tickets, at $1.00 apiece.

Richard McEwen, Comptroller, will bring everyone up to date on Midtown Plaza with an illustrated talk, and also will include pictures taken this month at McCurdy's of Geneva.

The entertainment part of the program is planned for the new Community Center, on the Third Floor.

Geneva Window Art Wins Halloween Prize

Paint them rather than break them is the idea behind the Halloween window art contest conducted annually in Geneva.

First prize this year went to a bewitching witch scaring the pants off a spook and otherwise raising Hallowe'en havoc, painted on McCurdy's of Geneva's window by Terry Murphy and James Favereau. This year's event brought out the largest group of contestants in All Hallow's Eve art since it was started.

Winners in Fruit Cake Contest

Bess Rayton, Billing, sent little notes to the customers who bought from her in last year's fruit cake contest.

Her efforts paid off. She sold the most Barton fruit cakes in the employee contest this Christmas season.

The winners are pictured above with *Pete Merrill,* Divisional Merchandise Manager; and *Helen Higbie,* Candy Buyer. From left are: *Marilyn Adams, Alice Monks, Mr. Merrill, Margaret Hoch, Bess Rayton, Lorraine Greco, Miss Higbie,* and *Bess Smith. (Ruth MacKinder* was absent when the picture was taken.)

Here is how they lined up in the number of cakes sold. No one sold the amount of cakes (200) required for first prize of $50.00.

2nd Prize, $30.00, *Bess Rayton,* Billing 127

3rd Prize, $25.00, *Marilyn Adams,* Receiving 100

11th Prize, $5.00, *Ruth MacKinder,* Men's Shop 40

12th Prize, $5.00, *Bess Smith,* Billing 35

13th Prize, $5.00, *Lorraine Greco,* Men's Shop 32

14th Prize, $5.00, *Margaret Hoch,* Pet Shop 26

15th Prize, $5.00, *Alice Monks,* Audit 26

Up and Down the Escalator

BEAUTY STUDIO DOINGS

by Thomas LoDato

The Beauty Studio welcomes *Mack Parker,* who had been on the staff in former years, and his assistant, *Gail Weller.*

Mildred Hanselman was married to Richard Marcott November 25th in Spencer-Ripley Church.

Reva Ruttner is back after a short illness.

Jo Anne Pencole is leaving January 6th to await the stork.

CREDIT OFFICE NEWS

by Mildred Turner

Lucy Catanese has been gift shopping for her first granddaughter, Dawn Marie.

We welcome back *Madge Reynolds* and *Carmella Crane* after recent illnesses.

Thanks to *Rose Marie Batisto* for giving us a hand at the busy Christmas season.

Welcome to newcomer, *June Bradshaw.*

TEA ROOM TID-BITS

by Lotte Steamer

Oliver Young, Assistant Director of Food Service, has moved his family from Geneva to a new home in Henrietta.

We are happy to hear that *Edwin Marks,* Director of Food Service, is well on the road to recovery.

Sam Manfer, Chef, has a new grandson, presented to him by his daughter.

FIFTH NOTES

by Ruth Kruger

William Coyer, Trainee, now in Housewares, is to be married December 31st to Phyllis Chiarelli.

Roy Clifford, Housewares Buyer, is occupying a new office in the Fifth Floor expansion area.

Connie Giacolone, Small Appliances, is the proud owner of a new home on Canton Street.

Marian Jerrett, Housewares, has purchased a new home on Hazelwood Terrace.

Welcome back to *Rose Carr,* Lamps, who had been ill.

SECOND STORIES

by Angie Madalena

Alan Davidson, formerly Budget Dress Buyer, had two weeks' Christmas leave from his Army duties at Fort Leonard Wood in Missouri.

Jane Miller, Sportswear Buyer, and her staff, provided a destitute family with Christmas dinner, a decorated tree and gifts for the children. This is the second year that they have done this augmented by contributions from other store employes.

Robert Ehmann, formerly Divisional Merchandise Manager for Ready-to-Wear, visited the Store in November on his way from a vacation in Europe to his new position as Divisional Merchandise Manager at the Crescent Store in Spokane.

Up and Down the Escalator

A WORD FROM THIRD

by Lali Connolly

Helen Holden, formerly Selling Assistant in Millinery, is now Selling Assistant in Daytime Dresses and Loungewear.

Emily Hoffman, Daytime Dresses, has been recuperating from illness.

Bob Carroll, Boys' Shop, was in Strong Memorial Hospital..

We are happy to have *June Chiavaroli,* Girl Scout Shop, back after her illness.

We welcome *Allan Platt,* Trainee, in Fabrics.

Helen Corwin, Corset Buyer, and *Betty Gilbert,* Girls' Wear Buyer, are planning a trip to Puerto Rico late in January.

STORK NEWS

Pete Merrill, Divisional Merchandise Manager, is the father of a seven-pound girl, Kimberly, born November 20th. This is number three (second girl) for the Merrills.

Elizabeth Willower, Supervisor at McCurdy's of Geneva, has a first grandchild, a girl born to her son and his wife on November 28th.

Stanley Held, Northgate Merchandise Manager, is the proud papa of twins, born December 13th. Their names are Jean and Stanley. The Helds now have six children.

OVER THE COFFEE POT

by Marilyn Adams

Joseph DeMariano, Jr., whose father is Receiving and Traffic Manager, was elected to the Wolgast Chapter of the National Honor Society. Joe, Jr., is a junior at East High School.

Ruth Stephens is recuperating from an operation.

ADVERTISING and DISPLAY

by Florence Linhos

The current issue of "Escaparate," Spanish magazine devoted to display news, carries a full page of pictures and copy on several McCurdy window displays. *Charles Ellis,* Display Manager, is mentioned prominently, in both Spanish and English.

Catherine White, Display, has resigned to devote her time to home life and await the stork.

Bertha Ryan, Display, is back after recovering from a recent auto accident.

Home for Christmas were these Advertising Department staff-ers: *Vanessa Smith* to Syracuse, *Audrey Barrett* to Buffalo and *Joan Conning* to Averill Park.

Fay Fairfax, Advertising, planned to ski in Vermont over New Year's weekend.

Ross Kellogg, McCurdy's Santa Claus, is attendance chairman for the fiftieth reunion of his class at Cornell, next June.

TV and Record Star Visits Geneva

McCurdy's of Geneva entertained Roberta Sherwood, nationally known television and recording artist, in the store on November 29th.

Miss Sherwood, whose singing has won her a wide following and whose friendly personality won her new friends in Geneva, greeted fans and autographed her record albums for customers.

She is pictured above with *Jerold Foland,* McCurdy's of Geneva manager (left) and Bud Sova, manager of radio station WACK in Newark.

Author Is Honored

Frank Anders, Art Director, was one of the 27 authors honored by Friends of the Rochester Public Library at a special program at the Library, November 28th. All those cited were local authors who had books published in 1961. Frank both wrote and illustrated his book, "Grandmother and Machek."

Speaks on Displays

Charles Ellis, Display Manager of McCurdy and Company, was one of the speakers at a meeting of display managers of the 38 stores represented by the Fredrick Atkins Buying Office in New York on December 9th. Illustrating his discussion with slides, he spoke on Christmas, '61, in Rochester.

THANKS TO THE E.M.B.A.

To my friends at McCurdy's:

Please accept my heartfelt gratitude for your many acts of kindness, beautiful cards, and messages, and especially for your prayers during my recent illness. It means much to be remembered.

Elenita Fitch

Friends, Friends, Friends
We will always be.
Love will pervade us
Till death separate us
We're Friends, Friends, Friends.

Thank you!

Alan Davidson

Thank you very much for the beautiful flowers you sent me.

Emily Hoffman

My sincere thanks for the beautiful flowers and sympathy expressed at the time of my husband's death.

Evalyn Krenzer

I would like to thank all my friends at McCurdy's for the beautiful flowers, gifts and cards I received during my stay at the hospital.

Ruth Stephens

Your kind expression of sympathy is deeply appreciated by the family of

Henrietta Flemming

Thank you for remembering me with the lovely flowers, notes and cards.

Irene G. Mott

On Staff at Dartmouth

John C. McCurdy, formerly a divisional merchandise manager and a director of McCurdy's, has been appointed assistant director of the office of financial aid at Dartmouth College.

He was a member of Dartmouth's class of 1949. He had served McCurdy's from 1951 until this year, and most recently was associated with Vermont Treeforms, Inc. in Groton, Vermont. He lives in Thetford, Vermont.

FROM THE MAILBAG

Dear Pharmacist:

I was relieved and happy to receive the eye drops you sent me after writing to Florida for the prescription, and surprised to receive them so soon.

Words cannot express my gratitude to you for your kind and considerate service.

Sincerely,
Irene Shull

Dear Mr. Tatelbaum:

I am sure that more often than not you are the recipient of complaints. This is not one. I want to commend a fine salesgirl in the Drapery Department. Her name is *Miss Didas.* It is a long time since I have encountered such a helpful, knowledgeable, gracious and kind salesperson.

Her able assistance helped solve a difficult problem and made shopping at McCurdy's a real pleasure.

Sincerely,
Mrs. Donald Cohn

CREDIT
PLANS